

# The Image of Khabarovsk Territory in the Electronic Version of the Newspaper "Tikhookeanskaya Zvezda"

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**Abstract.** The study examines the key symbols of the Russian Far East that have been recorded in the online version of the newspaper "Tikhookeanskaya Zvezda" (2018) and poetic compilations of the magazine "Dal'nij Vostok" (2013-2017). Key symbols of newspaper articles, headlines, rubric headings are compared with the system of key poetic symbols of the Russian Far East. The research has shown that official journalism uses symbols that are incomprehensible to the recipient. In order to increase the efficiency of mass communication in the Far East the author suggests that the system of Far Eastern poetic symbols should be regarded in mass media discourse.

## 1. Introduction

The relevance of the study of the perception of texts of the media of the Far East in the linguistic aspect resulted from several reasons: the presence of a conflict between the function of the print media and the information priorities of the audience; the uncertainty necessary for effective communication of the ratio of information content and fascination in the texts of the print media; the contradiction between the task of the modern print media - to report official information and the creative nature of journalistic activity; the weakening of understanding of the state-engaged media and the reader.

A number of current studies are devoted to the study of the above-mentioned conflicts, problems and contradictions [3; 20; 9 etc.]. At the same time, the study of the problem of perception of texts of regional printed mass media on the subject of patterns determined by language has not yet been carried out. At the same time, the study of the problem of perception of texts of regional printed mass media on the subject of regularities determined by language has not yet been carried out.

## 2. The scientific significance of the issue

The study of the picture of the world in the linguistic aspect is one of the central tasks of modern linguistics. The understanding of the linguistic picture of the world as a special object that determines the worldview of the people goes back to the works of V. von Humboldt, L. Weisgerber, M. Heidegger, A. Wezhhicka, D.S. Likhachev. In modern studies in relation to the image of a region, the linguistic picture of the world is viewed in the aspects of the relationship of toponyms to man as a living and social being [24; 12], ideologies [26], differences in the perception of the world by speakers of different languages [21], the influence of the linguistic picture of the world on understanding (Klus-Stanska, D.), the opposition structure [1], perceptual effects [6], functioning in multilingual societies [10]. In addition to toponyms, in the aspect of the linguistic picture of the world, the names of plants are actively studied [7; 5], zoonyms [23], colourwords [19]. The ideas about the region, fixed in the linguistic picture of the world are studied on the material of the texts of folklore [18; 22] and fiction [27].

Thus, the study of key symbols of the linguistic picture of the world on the basis of the language of the media and poetry, their comparison and the search for their optimal comparison seem to be consistent with the trends of modern linguistics.

### **3. Formulation of the problem**

We proceed from the fact that the function of modern print media consists not only in selecting (filtering) information [25], transmitting the opinion of the “owners” [8], ensuring a dialogue between the authorities and society [2], implementing political marketing [15], assigning to events meaningful status [16] and others [17], but also in translating information into a language understandable to the audience. The result of such a transfer is not only a cognitive effect, but also an emotional response of the addressee. The combination of these two factors determines the effectiveness of mass communication. According to R.V. Krasnov: “The object of social journalism is a person, his concerns, problems, aspirations, his life in society and relations with him, problems of everyday life and problems with the law, the government, the state” [14, p. 218]. At the same time, the official media of the Far East adhere to the opposite position and ignores the system of reference points of worldview, the carrier of which is the target audience. The consequence of this is a misunderstanding, rejection of information broadcast in the media.

The research task is defined as the localization of the conflict of linguistic pictures of the world of the addresser and the addressee in mass social communication and its eliminating by using the idea of world organization described in the study, as reflected in Far Eastern poetry.

### **4. Picture of the world of the media of the Far East and its perception**

In order to study the nature of the perception of texts of the media of the Far East, we selected texts published in the Internet version of «TihookeanskayaZvezda» newspaper for 2014-2018 with a total volume of language material of 2,671 sentences 50,969 words. This array was indexed using NextAnalyst 2.0, a program designed for statistical semantic analysis. This program selects, combines into classes and ranges the keywords of the text depending on their joint occurrence in the document. For further research, 12 text fragments within one sentence were selected, in which the maximum number of indexed keywords was selected. These included:

A. “The secret is that the work on PSEDA sites, the benefits provided help residents to be more competitive, improve the quality of their products and conquer new markets” [[https://toz.su/newspaper/gorod\\_prezidentskogo\\_vnimanija/gorod\\_yunosti\\_obnovlenie\\_ne\\_lozung\\_a\\_realnye\\_dela/](https://toz.su/newspaper/gorod_prezidentskogo_vnimanija/gorod_yunosti_obnovlenie_ne_lozung_a_realnye_dela/)]

B. “All these measures, according to the head of Komsomolsk-on-Amur, were reflected in an increase in the level of public satisfaction with the quality of roads in the city” [[https://toz.su/archive1/?month=11&year=2015&ELEMENT\\_ID=137202](https://toz.su/archive1/?month=11&year=2015&ELEMENT_ID=137202)].

C. “This year there will be new directions in the work of the administration, announced on March 1 by the president in his Address to the Federal Assembly - transition to project management and the introduction of the digital economy in the urban economy” [[https://toz.su/newspaper/gorod\\_prezidentskogo\\_vnimanija/komsomolsk\\_na\\_amure\\_rastyet\\_na\\_bolshikh\\_investitsiyakh/](https://toz.su/newspaper/gorod_prezidentskogo_vnimanija/komsomolsk_na_amure_rastyet_na_bolshikh_investitsiyakh/)].

D. “Last year, budget and extrabudgetary investments in the long-term plan amounted to practically the second city budget” [[https://toz.su/newspaper/gorod\\_prezidentskogo\\_vnimanija/pervyy\\_etap\\_realizatsii\\_plana\\_zavershyen/](https://toz.su/newspaper/gorod_prezidentskogo_vnimanija/pervyy_etap_realizatsii_plana_zavershyen/)].

E. “Unlike many other regions, the Khabarovsk Territory has such tools as territorial public self-government, a program to support local initiatives” [[https://toz.su/newspaper/gorod\\_prezidentskogo\\_vnimanija/pervyy\\_etap\\_realizatsii\\_plana\\_zavershyen/](https://toz.su/newspaper/gorod_prezidentskogo_vnimanija/pervyy_etap_realizatsii_plana_zavershyen/)].

F. “Private investment, entrepreneurial initiative is the base, the foundation for the economic development of the region and our country” [[https://toz.su/newspaper/++ob\\_etom\\_seychas\\_govoryat\\_vyacheslav\\_shport\\_v\\_nashem\\_krae\\_predprinimatel\\_vsegda\\_prav/](https://toz.su/newspaper/++ob_etom_seychas_govoryat_vyacheslav_shport_v_nashem_krae_predprinimatel_vsegda_prav/)].

G. "This system will help program participants quickly find a partner in the Far East and other territories of the Russian Federation for the purchase of products that they produce" [[https://toz.su/newspaper/nash\\_dv\\_gektar/besplatnaya\\_zemlya\\_zaplodonosila\\_ideyami/](https://toz.su/newspaper/nash_dv_gektar/besplatnaya_zemlya_zaplodonosila_ideyami/)].

H. "Representatives of civil society will discuss the development of non-profit organizations and their access to the provision of services in the social sphere, ethno-cultural education of young people and the spiritual unity of residents of the region, modern approaches to the promotion and positioning of non-commercial activities" [[https://toz.su/special\\_issues/segodnya/vyazemskiy\\_prinimaet\\_aktivistov\\_grazhdanskogo\\_obshchestva/](https://toz.su/special_issues/segodnya/vyazemskiy_prinimaet_aktivistov_grazhdanskogo_obshchestva/)].

I. "At seminars, round tables and discussion forums, forum participants discussed the development of non-profit organizations, youth education, ways to increase civic engagement, and much more" [[https://toz.su/newspaper/podrobnosti/grazhdanskiy\\_forum\\_stanovitsya\\_brendom/](https://toz.su/newspaper/podrobnosti/grazhdanskiy_forum_stanovitsya_brendom/)].

J. "The fact that the Ministry of Development of the Far East recognized the need to rely on the intellectual support of the Far Eastern economic science, undoubtedly, is encouraging" [[https://toz.su/newspaper/postfactum/vostokgosplan\\_ne\\_ver\\_glazam/](https://toz.su/newspaper/postfactum/vostokgosplan_ne_ver_glazam/)].

K. "The federal government has received clear signals in the form of new tools for supporting agricultural producers, affordable loans for entrepreneurs, providing "Far Eastern hectares" and other forms" [[https://toz.su/newspaper/zavtra/sdelano\\_v\\_khabarovskom\\_krae\\_znachit\\_s\\_vysokim\\_kachestvom/](https://toz.su/newspaper/zavtra/sdelano_v_khabarovskom_krae_znachit_s_vysokim_kachestvom/)].

L. "This has increased the costs, which are mainly aimed at social programs, improving the quality of life of the population of the region, as well as the development of the regional economy" [[https://toz.su/newspaper/v\\_koridorakh\\_vlasti\\_samyy\\_sotsialny\\_byudzhel/](https://toz.su/newspaper/v_koridorakh_vlasti_samyy_sotsialny_byudzhel/)].

These fragments were presented to 50 respondents from 18 to 50 years old, among whom 30 people were students of the Faculty of Philology and Intercultural Communication of the FSFEI HPL of ASUHP, 20 people were teachers of Russian language and literature of Komsomolsk and surrounding areas. The choice of respondents-philologists was determined in connection with the developed professional competence - the ability to carefully and reflexively perceive the verbal text.

Respondents were asked to evaluate fragments of texts on four criteria: importance, interest, ability to cause an emotional response, clarity. A bi-directional rating scale from + 5 (positive vector) to -5 (negative vector) was used as reference. As a result of the analysis of the obtained data, we found that with a total spread of estimates from +5 to -5 for all texts, the average values of the estimates, as well as the values of the median of the estimates, lie above the zero mark.

Based on the data, a rating of incentive texts was compiled, in which the top positions are occupied by the incentive texts with the highest scores, the lower ones - the lowest. The highest positions are occupied by the texts L, I, B. The lowest - A, C, D.

Comparison shows that the text-incentives that occupy the highest and lowest positions in the ranking, differ in the degree of concreteness of a person's nominations, spheres of his activity and degree of aggressiveness of activity. Thus, the nominations "population of the region", "forum participants" in the texts of the first column are more specific than the nominations "residents", "administration"; the nominations "quality of roads", "expenses" are more specific than nominations "urban economy", "investments"; finally, the nominations "increase", "development", "discussed", "education", "promotion" express a lower degree of aggressiveness of actions than the nomination "conquer", "introduction".

At the same time, it should be noted that in the incentive texts of both the first and second groups, people are practically not called as the subject of the action (the nomination "forum participants" is an exception), this position is occupied by an indefinite "this", "measure", "work", "directions", "investments", which indicates the general impersonality of the events covered by the media. Nevertheless, texts that occupy high positions are distinguished by their significance for the reader, in contrast to texts that occupy low positions, in which something is said that does not concern anyone personally.

The second difference is in the arrangement of social or economic accents. So, in the incentive texts that occupy the top positions in the rating, the social aspect is set (“social programs, improvement of the quality of life of the regional population”; “development of non-profit organizations, youth education, ways to increase civic engagement”; “population satisfaction”), in the incentive texts that occupy lower positions, the emphasis is economic (“improve the quality of their products and conquer new markets”; “transition to project management and the introduction of the digital economy into the urban economy”; “budgetary and extrabudgetary investments in the long-term plan amounted to almost the second city budget”).

In addition, in high-rated incentive texts, all predicates are used in the form of past tense, whereas their antipodes are only one (the remaining two are in the form of present and future tense).

It should also be noted that the reduction of the text-stimulus in the positions of perception rating plays the role of replacing the phrase “territory of advanced socio-economic development”, containing the nominations “social” and “development”, is replaced by the abbreviation PSEDA, understandable to the author of the article and to the administrations' specialists, but not quite clear, frightening to the addressee.

The focus of the discourse of the media in the Far East on the information content that is not related to the clarity of the addressee is reflected in the headings of headings.

The space of «Tihookeanskayazvezda» newspaper is organized by headings whose names allow to evaluate the thematic diversity of published materials designed for the attention of readers as recipients of information and to conclude what events the newspaper considers more important primarily for residents of the Khabarovsk Territory. So, according to the headings of the rubrics, residents deserve events concerning the following spheres of public life: 1) sports life (heading "Sport"); 2) housing and communal services (heading "Zhil-yo-moyo!"); 3) cultural events (headings "Festivals"; "Know ours!", "Jubilee", "On the eve of the holiday"); 4) business sphere (headings "Real Economy", "Business Environment", "Money", "Finance"); 5) the environmental sphere (“Ecology of the Khabarovsk Territory”; “Habitat”); 6) political life (headings "Khabarovsk City Council", "Officially"); 7) social sphere (headings "Accidents", "Health", "Learning - light", "He and She"); 8) government programs (headings "Our DV-hectare", "City of presidential attention", "Khabarovsk Territory. Tomorrow starts today"). Sometimes notes, articles related to designated areas are placed in the headings with the following names: “News”, “Memory”, “People of the action”, “Details”, “Actions”, “Everyone is concerned”, “What is happening”, “Talking about it now”, “Pay attention”, “Something new”, “Direct line”, “Press Center”, “Issue of the day”, “About different”, “What happened”, “There is a problem”, “Special reportage”.

Headings "Sport", "Business Environment", "Ecology of the Khabarovsk Territory", "Festivals", "Jubilee", "Health", "Habitat", "Memory", "Khabarovsk City Council", "Money", "Finance", "Accidents", "News", "Actions", "On the Eve of the Holiday", "He and She", "People of the Action" are not expressive and, given that this is exactly the name of the rubric, they are informative, they attract attention with their brevity, recognizability and, therefore, notes and articles presented under the headings become accessible to the reader interested in a particular area of life quickly enough, which is important for those who do not want to spend a lot of time looking for the information they need. Such names make up almost half of all presented in the newspaper (17 out of 38 headlines).

The smaller part (7 out of 38 headings) consists of non-express, uninformative headlines: “Details”, “Press Center”, “Yesterday”, “Special Reportage”, “Talking about it now”, “Issue of the Day”, “About Different”. The reader in these headings can find articles on various topics, the title of the heading does not clarify the thematic focus of the materials.

Of greater interest are the headings, focusing on which the recipient of the information, not having yet turned to the text of a note or article, constitutes one or another opinion about a phenomenon or event. Such names are always expressive. Thus, the name "Zhil-yo-moyo!" combines the meanings of combinations of "Zhil-yo" (housing) and "yo-moyo" (holy moly). Of greater interest are the headings, focusing on which the recipient of the information, not having yet turned to the text of a note or article, constitutes one or another opinion about a phenomenon or event. Such names are always

expressive. Thus, the name “Zhil-yo-moyo!” combines the meanings of combinations of “Zhil-yo” (housing) “yo-moyo” (holy moly). Contamination of the noun “Zhil-yo” (housing) and interjection “yo-moyo” (holy moly) carries a negative emotional charge for the reader. Initially neutral from the point of view of emotionally expressive coloring, the word housing in the minds of the reader “overgrows” with negative associations due to the fact that the recipient of information may (my housing) have a negative experience of communicating with representatives of the housing sector a colored exclamation “yo-moyo” (holy moly), which is used more often in a situation of expressing annoyance. The reader is prepared by the title of the rubric itself for the perception of information related to the next negative event in the designated area. With the help of this heading title, the newspaper voluntarily or involuntarily manipulates the reader's mind, telling him that problems in the field of housing are inevitable and constant and that positive events in this area are more the exception than the rule. The heading “Something New” is perceived ambiguously. This phrase can be used in connection with the statement of the fact that something new has appeared in a person's life, but if this new is regarded by a person as a positive change, then the syntactic construction is used to express approval, but if this new is evaluated by a person as something negative, then the phrase used with a touch of irony. The title of the “Good News” heading functions in the same space as the headline “News”, such coexistence can provoke the perception of material published under these names as “good news” and “bad news”, although the news items themselves in the “News” heading may not contain descriptions of negative events. But if in the “News” heading you can read notes about different situations, then the adjective good in the “Good News” heading orients the reader to perceive only positive information, and it's the newspaper that decides which news for the addressee will be really good while manipulating his mind. The title “Know ours!” Is a stable construction that is used in a situation of boasting. The name through the possessive pronoun our actualizes the semantics of consistency (the pronoun's meaning is “the belonging of the subject to the person with whom the speaker integrates himself”), involving not only the author, but also the readers, making everyone feel a sense of pride for both (for because I am also “our”). At the same time, this expression may sound with a touch tone, and then the semantics of belonging to a particular group, in this case a group of residents of the Khabarovsk Territory, is actualized. A variety of expressed meanings cannot but arouse the curiosity of readers, not to attract their attention, the title becomes a kind of intellectual mystery, calculated on the tendency of the human mind to search for solutions of various kinds of problems. The title “Learning is Light” was created by truncating a part of the proverb “Learning is light, and ignorance is darkness”, this technique allowed journalists to focus the attention of the recipients of the message / information being sent on the positive component of this antithesis, to connect the word “learning” in the minds of readers. But in this case, too, the play of meaning remains, since the entire precedent text is present in the mind of the reader.

It should be noted that the main way to create expressive headlines for the Pacific Star newspaper is to use transformed and untransformed precedent texts: proverbs, phraseological units (“Know ours!”, “Be aware”, “Learning is light”, “Khabarovsk Krai. Tomorrow starts today”). Of course, such names correspond to the style of a journalistic text, they are expressive and thus attract the attention of the recipients of information.

A series of headlines is stable constructions, which appeared thanks to the media. First, it is the name “Direct line”. The expression became actively used after the “direct lines” with the President of the Russian Federation. Secondly, these are the headings “Our DV-hectare” and “City of presidential attention”. The combinations underlying the latest names are well known to residents of the Khabarovsk Territory, that is, potential readers of «Tihookeanskaya Zvezda». The lack of rapid and visible changes associated with the state programs for the development of the territories of the Far East, has led to the emergence of residents of distrust of the programs and, as a consequence, to the emergence of a negative associative aura of these combinations. In fact, before our eyes, phraseologisms are born that are understandable to the Far Easterners, namely: “Far Eastern hectare” with the meaning “symbol of unfulfilled hopes and unrealized plans” and “city of presidential attention” with meaning “place forgotten by the authorities”.

Another way to create expressive headings for «Tihookeanskaya Zvezda» headings is to use imperative verbs, and they are included in stable constructions: “Know ours!”, “Be aware”, “Pay attention”. Imperative constructions attract the attention of readers, therefore, under such headings, a newspaper can post those materials that should be heard first. This is also a means of manipulating the reader's mind, since it is the journalists who decide what is worthy of attention. Responsibility of the media to the addressee at the same time increases, which should be taken into account by the authors of the published materials.

There is one name in the newspaper, in the structure of which there is no imperative, but the modality corresponding to it is nevertheless expressed. Thus, the heading “concerns everybody” is a construction with the reverse word order (compare: (this) concerns everybody and everybody is concerned by this), which is used colloquially in this form, when you need to pay special attention to what was said. And the phrase, as a rule, is pronounced with a threat (“try not to do / not hear”).

Non-expressive headlines in a newspaper are, as a rule, nominative syntactic constructions, where the main term is expressed by the noun. It can be a specific noun in the form of singular or plural (news, festivals, projects, events, actions, situation, competition, anniversary) or an abstract noun (health, finances, memory, sports, economy). Most often, specific nouns are used, that is, the group of words for which the part-of-speech grammatical meaning does not diverge with the lexical meaning. Grammar and vocabulary, being in unity and thanks to this unity, implicitly express information about the reality of what is happening, its truth, that it is a fact. Since there are the majority of such headlines, the reader by the organization of the text space of the newspaper is prepared for the fact that what is stated in the newspaper is a statement of fact and not an expression of opinion, therefore, of course, journalists should be attentive to their material so as not to mislead the recipients of information.

Less commonly, the words of other parts of speech are used as headings: adverbs (“Officially”, “Yesterday”), pronouns (“He and she”).

The heading of rubrics are not always associated with concreteness value. The newspaper also has names with the semantics of uncertainty, which can be expressed with an indefinite pronoun something (“Something new”), substantivized adjective «different» in the structure used in the protocols (“About different”), interrogative-relative pronoun that in the composition of the combination, which can be perceived at the same time as a question and as an accessory part of a complex sentence (“What happened”).

So, most of the rubric titles can be described as informative, non-expressive, these are stylistically unmarked elements of the analyzed text space. The pronounced tendency to standardize the elements may be associated with the desire of journalists to an impartial description of events, to a non-judgmental, that is, the most objective statement of fact. At the same time, «Tihookeanskaya zvezda» newspaper has headings (but a minority of them) whose names are expressively colored. This coloring can be created by linguistic means, and can be associated with extralinguistic factors. As a rule, journalists of the newspaper in order to create expressive headlines refer to the use of precedent texts. Such names are stylistically labeled, reflecting a certain assessment of the newspaper to the events, opinions described in the materials.

The focus of the discourse of the media in the Far East on the information content that is not related to the clarity of the addressee, is reflected in the headline complexes of publications.

Headlines of the media are divided into several groups: 1) informative headlines, independently forming an idea of the content of the material for the reader (79%); 2) non-informative headlines (21%), among which we identified 3 subgroups: a) headlines that are intentionally non-informative and which convey the main idea of the text along with the title of the rubric and the lead (12%); b) headlines, semantically insufficient, the meaning of which becomes clear only after reading the article (7%); c) headlines that conflict with the content of the material (2%).

The first group includes standard, non-expressive headings, for example, “Issues with Rosreestr can be solved at home” (10.12.18), “Billions for the development of the Far Eastern Federal District” (10.13.18), “How to get a subsidy for housing and utilities services” (16.10. 18), etc., and expressive:

“Cruel fate of real estate investors” (13.10.18), built on homonymy; “The army team got to the danger zone” (10.16.18), built on the combination of two semantic plans in the verb ended up playing, “What a pain: CSKA - Amur - 5: 0 (16.10.18), built on the modification of the precedent text, “Tour in Uktur” (10.18.18), built on the rhyming of words included in the title; “Scandals are a gourmet dish” (10.26.18), which is a metaphorical rethinking of the word scandal, etc.

The second group consisted of non-informative headings, that is, those according to the semantics of which it is not always possible to guess the content of the article. Among them, we singled out intentionally uninformative, designed to attract the attention of the reader. In this informative function, these headers are performed in conjunction with the heading name and lead. The heading “About what“ speaks ”the language” (13.10.18), published under the heading “On different things”, has the lead “In the processing of food entering the oral cavity, apart from the teeth, the language takes part”. Ambiguity, planned by the author in the title and built on homonymy, is resolved by the lead: it becomes clear that it will be a question of human health. The title “Two banks - at the same river” (13.10.18), published under the heading “Ecology of the Khabarovsk Territory”, has the lead “Amur - the largest transboundary river of Eurasia”. The title itself is a modified precedent text of the folk song “You and I are two banks along the same river,” the entire heading complex informs the reader that the article will deal with the environmental situation in the Amur basin and international cooperation on environmental protection.

In the online version of the newspaper «Tihookeanskayazvezda» materials that are published in the heading "News", as a rule, do not contain a lead, and the title of the rubric is not very informative. Therefore, in this heading there are headlines, according to the semantics of which it is difficult to guess the content of the article, for example, “58 points higher than Primorye” (12.10.18), “Everyone has their own reason” (10.19.18), “Who is easier to fly to Paris? ”(10.12.18), " Power engineers are ready to give, and developers are not in a hurry "(10.17.18), " This is our geography with you! "(10.24.18). Perhaps this was done intentionally in order to engage the reader in a game of guessing the content of the text.

In some cases, not only the header is uninformative, but the entire header complex. The title “A bear came out of the forest ...” (13.10.18), published in conjunction with the “Begin to stomp and Roar” lead and the title of the “Ecology of the Khabarovsk Territory” rubric, gives rise in the reader to the assumption that the article will deal with bears coming out to human settlements. In fact, the article tells that the Himalayan bear in the Far East is on the verge of extinction due to human activity, and about the efforts of environmentalists to prevent it. The title “From Kamchatka to the Caucasus” (10.23.18) was published in conjunction with the name of the rubric “Action” and the lead “Khabarovsk Power Generators from Kamchatka to the North Caucasus. The action “Walking from the Far East to the North Caucasus” was organized on the initiative of the RusHydro Young Workers Community. This header complex causes the reader to assume that it will be a question of a real journey of power engineers, but the article describes the development of a mobile application with which teams can take a virtual route from Kamchatka to the Caucasus.

Unfortunately, there were 6 headlines among the material under study (2%), which directly contradicted the content of the text and, thus, violated the requirements for headings. The title “How much is corruption vodka in the area?” (10.25.18) sets the reader to read a certain material. The same idea is supported by the title of the “Have a Problem” column. But the lead informs the reader: “In the elections in the Khabarovsk Territory, which took place on the Unified Election Day, including the deputies of the districts, Vasily Kharitonov became the youngest people's choice, he was 26 years old. The correspondent of «Tihookeanskayazvezda» asked Vasily, as a person in the politics of the new, to share first impressions of the position. ” At the same time, only a third of the article is devoted to the following reasoning: there is a lot of corruption in the area, because of this, people drink. There is a clear meaningful contradiction between the title and the content of the article. Another headline "fall to doctors' share" (10.16.18), published under the heading "News" and without a lead, bears a clear negative assessment. Slang word fall to one's share is commonly used to denote unexpected and not always well-deserved punishment. But the text of the material refers to the fact that a residential

building will be built for the doctors of the children's hospital under construction in Komsomolsk-on-Amur.

### **5. Picture of the world in Far Eastern poetry**

The picture of the world of the Far East according to the analysis of the key symbols of Far Eastern poetry (poetical collections of the magazine "Far East" for 2013-2017) can be presented as follows (given below in 1 example, whereas the materials prepared for publication are much larger).

The central symbol for Far Eastern poetry is the forest, since it is found in almost all collections of poems of the journal over a five-year period. The forest symbol is associated with many other key images of the Far East. For example: "I live on the outskirts of a large empire, / A few kilometers from the sea, / In a taiga village, / Locked behind tall wooded ridges. <...> And if you go exactly south all day, through the hills, / On that chest clouds are slumbering, / On the overgrown taiga paths, by evening / You can come to the sea (M. Savchenko "Primorye"). The symbol of the forest is associated with dreams, secrets, fairy tales, legends: "I will appease the spirits of the forest, / Spirits of the sky and water" (M. Deculi "The rite of the feeding of the spirits"). At the same time, the symbol of the forest is connected with communication, conversation, information transfer: "Step into the woods for a smoke break - / The leaves will speak to you" (S. Shubin "Forest"). The forest symbolizes deliverance, healing from diseases, disinterested help, enlightenment: "I planted so many forests, / What became warmer and calmer" (E. Lebkov "Pine Forest"). Similar to the forest, symbolic significance is acquired in the Far Eastern poetry of taiga.

The forest is symbolically contrasted with civilization, the city. In the overwhelming majority of cases, the city is understood as an aggressive, hostile, not intended for life environment: "And the city is wheezing in an auto-hit" (M. Aslamov, "Clouds are inept bandages ..."); "Our city has drowned in dust" (G. Gorbatenko "I look at the sky - airplanes"). The specific factor of hostility is the winter, which regularly accompanies the mention of the city in Far Eastern poetry: "There will be a naked city / In the depths of the snows will sink" (M. Samarkina "Just life ..."). The semantics of hostility, aggressiveness is associated with the desire to go beyond it (as mentioned above, the main direction of exit is the forest): "Every time leave the city, / whose memory is alkali, / throat and back were torn" (D. Yarosh, "Every time leave the city ..."). At the same time, the possibility of going beyond the city limits is ensured by its close proximity to the forest, taiga, river: "Taiga - it sends to the city from year to year / Flowers and herbs from its bounty <...> And in the glades of those children play, / imagining that they are in the forest" (L. Magistrova "Rush hour").

At the same time, the city is understood as something dear, close to a person: "I left the house, and the city in the darkness / Was the most dear to me on LAND" (M. Mezrin "Night City"). The commonality of a person and a city correlates with the ideas of an ideal city: "I will rebuild cities again, / I will restore houses and streets / And inhabit them only good / And only honest people" (E. Sosnina "Utopian Dream"). The conjugation of the semantics of hostility, rejection and community, similarity, idealization leads to the notion of combining opposites in understanding the essence of a city: "We left the city full of vague sadness and clear hopes" (L. Puzyrevskaya "Brother"). At the same time, the contradiction of the communicative, textual nature of the city and deafness / dumbness stands out. On the one hand: "The dawn city seems to me like a book <...> I read the city ..." (L. Magistrova, "Rush hour").

If the opposition CITY - FOREST represents the horizontal coordinates of the model of the world of the Far East, then the opposition SKY and LAND are vertical landmarks.

SKY and LAND possess dependent properties: "Sunset set in the **big sky** above the **mainland**, the strait is clear crimson" (L. Magistrova, "Rush hour"). At the same time, SKY and LAND are equally inaccessible: "And our ephemeral planet is so far from **sky** and **land**" (D. Sorokin "While we were not born yet"). At the same time, SKY and LAND are landmarks to which a person aspires: "the favorites of fuss / leave **underground**, / only Eternity servants ascend to the **sky** (A. Zemskov "Learning the basics of the Century silence ..."). SKY is associated with the future of the LAND: "After all, the **land** is the same **sky**, only at the very beginning" (I. Tsarev "Angel from Chertanovo"). It is a person who



can realize the connection between SKY and LAND: “And under a huge **sky** all night until morning / I will warm up the cooled **land** with my body” (V. Bryukhovetsky “I wrap myself in a raincoat and rollup around a fire ...”). A special role in the connection of the LAND and the SKY is played by the soul of a person, it is this one that ensures such a person’s ability: “It is easy for a passenger to go across the **sky**, since all his luggage is one **soul**” (A. Zemskov “Dream”). At the same time, SOUL and BODY are two incarnations of a person who are tragically broken: “Paralysis of the **soul** / In general, a healthy **body**” (A. Cherkasov “Your heart”). The only thing that connects the BODY and the SOUL is the HEART: “The click of cranes above the winter green has breathed the **living soul** into the **heart** of the maple” (L. Magistrova, “Rush Hour”). The main attribute of the heart is TENDERNESS: “And pity for the winter twigs is naked, and their exquisite refinement / cherish **tenderness in the heart**” (E. Krylova “In the Golden Monastery of the Buddha”). The symbol of a person’s desire to bind the LAND and the SKY is GRASS: “And not with force, but with the tenderness of **grass** / Puncture the cruelty of the **land**” (D. Ulanova “You”). At the same time, the grass symbolizes the connection with the ancestors, including the torn one: “But legless Demian will say gloomily: / All grasses cut the spit to bloom, / And the **grasses** did not throw seeds into **the ground**” (M. Anishchenko “Spring. 1945”). An analogue of the person's SOUL in the case of his presentation in the form of HERBS is the SMELL: “Soul of the grass sank with the **smell of herbs**” (A. Breitman “Magellanic Clouds”). At the same time, both the LAND and the GRASS seem hidden under SNOW and coming out from under it: “Even in the **snows** of the Amur **land** for the winter, aged cranes cannot remain” (A. Drakokhrust “I remember all this ...”). The person’s turning to the sky is expressed by the symbol of the EYE: “The **sky** will fade, giving color to your **eyes**” (A. Saitbatalova, “The Prayer for the Violinist”). Attributes of the EYE are TEARS: “From a towel of white eyelashes, **Tears** suddenly poured out in a stream, As if from tear-stained **eyes** Droplets of water fall into a basin” (L. Yashina, “Woman Washes Linens”). At the same time, EYES are an attribute of a FRIEND: “The hour has come, and we looked into **each other’s eyes**” (M. Savchenko, “This is a mirror in a bronze frame ...”). EYES are associated with NIGHT and DARKNESS: “I believe - there are dragonflies of **the night** with big smart **eyes**” (I. Mukhanov “I believe - there are dragonflies of the night with big smart eyes”). As a person's EYES express his striving towards SKY, so STARS with a symbolic sense are addressed to the person by the night SKY: “Peace is given to darkness and silence, only **stars** gleam” (T. Nemova “It will be late or early ...”). It is this orientation that gives a person hope: “The **star** nods in greeting from **sky**, anticipating God, son of Joseph” (M. Schwartzman “Population Census”). The STAR symbol in the context of the symbolism of the SKY is combined with the symbol of the CROSS: “And there, far away, on the edge of the LAND, / For centuries, incredibly free, / Standing under the right hand of the throne / **Star**-studded **crosses** (V. Belyaeva, “Sunset slipped in heavenly pass...”). The symbolic analogue of the TEAR in the context of the symbolism of SKY is WATER: “Sounds can not be kept when **water** is on the roads - Continuation of the **sky**” (V. Nechaev “Sounds can not be kept ...”). An attributive symbolic sign of WATER is cold and salinity: “What **water is cold** - do not have enough to drink!” (V. Bryukhovetsky “I am like a raven owl ...”), “Weep - but in the eyes, on the contrary, **salt water** goes back” (A. Zolotarev “Summer turned into a mosquito ...”). The symbolic result of the influence of SKY on LAND is the River: “And the sun swings the scarlet float / My **river** is in lilac **water**” (L. Magistrova, “Rush hour”). At the same time, by analogy with LAND and SNOW, WATER (RIVER) is associated with ice: “Outside, on the branches, it lay like a bell ringing, solemn, clean, as if the **water** was under **ice**, and ringing, like ice at the edges” (A. Kulikov “Renju on the theme of poems by Robert Bly”). The SUN symbol is associated with the symbol of the Sky, indirectly, through the symbol of WATER: “**The sun** swings my river in lilac water with a scarlet float” (L. Magistrova, “Rush hour”).

## 6. Conclusion

As a result of the study, we found that the linguistic pictures of the world broadcast by the media and the authors of Far Eastern poetry are fundamentally different. If the media is dominated by incomprehensible or rejected linguistic projection of the socio-economic and political situation, in

poetry the basis of world view is the system of natural relations. Because of this, optimization of social communication by means of the media is seen in the use of a natural code, which allows to translate socially significant information into a language understandable to the addressee.

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